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President: Mr. Jürgenson (Vice-President) ..... (Estonia)

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In the absence of Mr. Oh Joon (Republic of Korea), Mr. Jürgenson (Estonia), Vice-President, took the Chair.

The meeting was called to order at 10.10 a.m.

Agenda item 8: Integration segment

Opening of the segment

1. **The President**, opening the integration segment of the Economic and Social Council, said that the segment would provide critical policy guidance for the implementation of the 2030 Agenda for Sustainable Development, which would require innovative solutions and concerted efforts across the economic, social and environmental pillars of sustainable development. In that context, the segment must provide an opportunity for stakeholders to identify opportunities and challenges relating to innovative and integrated policymaking; offer policy recommendations to guide the implementation of the 2030 Agenda; and underline the role of the Economic and Social Council as a platform for dialogue on lessons learned in the area of policy innovation and integration at all levels.

2. The integration segment would focus specifically on the themes of policy innovation and integration with a view to promoting the effective translation of the commitments under the 2030 Agenda into national policies and strategies. The BBC World Service radio programme "My Perfect Country" provided a useful starting point for discussions on how individual countries could achieve sustainable development and create societies that responded to the needs and aspirations of all people, while also working to achieve a better world. While policy integration provided a critical tool for creating linkages among the Sustainable Development Goals and breaking down silos that hindered progress toward sustainable development, targeted policy solutions were required to ensure that the 2030 Agenda was implemented in line with national priorities. An integrated approach to such solutions would enable countries to achieve strong and balanced outcomes across the three pillars of sustainable development. As a unifying platform for discussions focusing on all aspects of sustainable development, the Economic and Social Council had a central role to play in promoting policy integration.

3. **Mr. Rõivas** (Estonia), Prime Minister, said that efforts must be undertaken to implement the 2030 Agenda in order to achieve a more stable and sustainable world and to avoid compounding existing challenges, particularly those relating to terrorism, border conflicts and natural resource shortages. Each country and organization should take ownership of the implementation process. In that connection, Estonia was working to align its national policy framework with the 2030 Agenda with a view to participating in the national voluntary review process of the 2016 high-level political forum on sustainable development. An integrated approach to planning and implementation, based on the consideration of all viewpoints and the potential trade-offs required, must be adopted. That process could be greatly facilitated by innovation, including the development of new Government institutions, governance arrangements and administrative practices.

4. Estonia's own innovation in the field of digital technology had resulted in significant development gains in terms of economic growth, resource efficiency and human development. Since 2000, Estonia had transformed from a country in transition to a high-income country with an active technology industry and start-up scene. Digitization of the bureaucratic processes involved in launching and maintaining businesses had contributed to a more efficient public and private sector, while the development of e-government solutions had improved the transparency and efficiency of, as well as access to, government services. The availability of online voting had significantly increased electoral turnout, thereby strengthening democracy in Estonia, while enhanced opportunities for citizens to participate in Government decision-making through online channels had greatly reduced corruption. Similarly, Estonia's online medical prescription system had significantly improved the efficiency of healthcare delivery.

5. His country had learned valuable lessons from its experience with innovation within and beyond the digital sphere. Firstly, because digital innovation was not correlated with a country's size or wealth, but rather with the existence of policies and legal frameworks established for the purpose of promoting such innovation, Governments had a central role to play in creating the enabling conditions for digital development. Thus, as a step toward achieving the Sustainable Development Goals, and following Estonia's example, Governments should provide all citizens with a digital identification card and authorize the widespread use of digital signatures to allow

citizens to access digital services under secure conditions. Secondly, potential cybersecurity risks should not pose an obstacle to digital innovation; Governments should instead actively and transparently manage such risks in order to build trust among citizens. For instance, as the owners of all information that they provided for the purpose of accessing online Government services, Estonian citizens were able to track and even prohibit the use of personal information, such as medical records, by Government entities. Thirdly, innovation could be strengthened by promoting sharing of best practices among different countries or sectors; for example, while the digital identity card had originated in Finland, many countries, such as Estonia, Moldova and Japan, had adapted the concept to their national contexts. In addition, countries should be encouraged to share innovative policy designs and mechanisms in order to leverage the potential of digital innovation to deliver on the Sustainable Development Goals, reduce innovation cycles and ensure the successful implementation of the 2030 Agenda. In that connection, multilateral institutions should provide support for the exchange of best practices and related capacity-building efforts and for technology transfers to countries in need. Estonia had demonstrated its commitment to such initiatives by providing expertise and financing for digital development in the context of development cooperation efforts. Lastly, Governments should draw on the best practices of start-up companies by reducing the length of the planning phases for innovation; streamlining their focus and operations; accelerating decision-making and launching of services; and regularly updating their services and policies on the basis of data, feedback and changing conditions to stay apace of technological developments. Estonia had taken a start-up approach in developing its e-residency digital identification system, which enabled individuals living outside Estonia to use the country's digital services and to start and manage digital companies in Estonia and the European Union. The system had evolved progressively, on the basis of ongoing input from users, the private sector and public agencies, and had already gained more than 10,000 e-residents from 130 countries. Going forward, efforts must be undertaken to leverage the unharnessed digital potential of developed and developing countries alike to implement the 2030 Agenda. In particular, as none of the Sustainable Development Goals specifically addressed the need for digital development, it would be critical to ensure that digital innovation was mainstreamed across all of the Goals.

6. **Princess Abze Djigma** (MAMA-LIGHT Initiative for Sustainable Energy) said that the MAMA-LIGHT Initiative was a worldwide programme that provided access to affordable energy for women, small businesses and children. Recognized at the Solutions Summit as one of the 14 global breakthrough solutions for achieving the Sustainable Development Goals, the Initiative empowered local businesses, stimulated job creation and promoted gender equality and the empowerment of women.

7. Strengthening the informal sector, a widely under-recognized driver of economic growth, was one of the most effective ways to stimulate sustainable and inclusive growth in developing countries and small island developing States. The MAMA-LIGHT Initiative aimed to promote informal sector initiatives to strengthen sustainable energy and agriculture with a view to integrating such initiatives into the formal sector. On the basis of the recommendations of the Addis Ababa Action Agenda of the Third International Conference on Financing for Development and the Vienna Programme of Action for Landlocked Developing Countries for the Decade 2014-2024, the Initiative had created an expertise hub aimed at empowering the informal sector by making information accessible to all stakeholders, promoting action-oriented activities and integrating top-down and bottom-up approaches to addressing needs and challenges on the ground.

8. Small and medium-sized enterprises such as the MAMA-LIGHT Initiative faced a number of challenges, including limited knowledge and access to information, which could be remedied through improving education and ensuring that information, policies and measures were translated into local languages. Particular attention should be paid to promoting local vocational training in order to match the needs of industries, improve the quality of entrepreneurship and support business development that was conducive to inclusive green growth. Respect for local values was likewise critical and should serve as the starting point for sustainable development initiatives. In addition, particularly given that local farmers invested three to four times more in agriculture than the public and private sector combined, efforts should be undertaken to ensure that local businesses had access to financing. Interest rates of between

20 and 100 per cent for microfinance were not sustainable and would discourage local initiatives, and central banks had a key role to play in adapting financial tools and creating financial products to empower local businesses. To improve access to international budgets and large programmes, the process of allocating and decentralizing resources should be accelerated; at least 30 per cent of calls for proposals should be allocated to local companies to strengthen them and facilitate domestic resource mobilization; and low oil prices should be viewed as an opportunity to transfer at least 10 per cent of energy subsidies from fossil fuels to renewable energy sources. Going forward, proper balance between top-down measures and policies and bottom-up empowerment would be critical. The international community could unlock the solutions to global challenges by harnessing the power of the millions of small and medium-sized enterprises worldwide.

Address by the Secretary-General

9. **The Secretary-General** said that the goals and targets of the 2030 Agenda provided the basis for a coherent, integrated and indivisible approach to eradicating poverty and achieving sustainable development. The goals must be implemented with their complementarity and interlinkages in mind, with the aim of breaking down silos while avoiding one-size-fits-all solutions. To that end, the implementation of the Addis Ababa Action Agenda of the Third International Conference on Financing for Development was particularly urgent, given the significant challenges of meeting the financial requirements to achieve the Sustainable Development Goals at a time of continued economic uncertainty and financial constraints.

10. The integration segment usefully underscored the need for a creative approach in linking the three pillars of sustainable development. The leadership and innovative approach to real-world problems demonstrated by the panellists featured on the BBC programme "My Perfect Country" provided valuable inspiration in that regard. Challenges of integration, whether relating to policy and institutional issues, capacity or technology gaps or programming and financing issues, must be continually assessed. Going forward, the United Nations system would support Member States at all stages of the transition to sustainable development, bearing in mind the need for concerted and coherent action in collaboration with partners to achieve common country support objectives, in line with the "Delivering as one" approach. The quadrennial comprehensive policy review could provide relevant guidance for repositioning the system in the new sustainable development context. Lastly, given the critical importance of national ownership and local initiative for realizing the Sustainable Development Goals, sharing experiences and lessons learned in achieving sustainable development outcomes would be integral to the implementation process

Panel discussion: "My Perfect Country — programme produced by the BBC World Service in collaboration with the Institute for Global Prosperity, University College London

11. **Ms. Glover** (BBC World Service), moderator, said that the radio programme "My Perfect Country" looked at examples of good public policy worthy of a place in an imaginary perfect country. Millions of listeners provided examples of such policies in response to the question posed by the programme.

12. **Ms. Moore** (Institute for Global Prosperity, University College London), moderator, said that economic indicators alone were not adequate measures of prosperity. Equitable, sustainable pathways to prosperity should be examined, involving new policies and changes in mindsets. Planning for the future was crucial in the aftermath of the worst global recession, at a time when pockets of enormous wealth coexisted with a widespread lack of access to basic human needs. The United Nations had a vital role in rallying global solidarity and facilitating knowledge-sharing between countries and across regions to tackle those challenges. The Economic and Social Council was responsible for formulating policy recommendations for the United Nations system in fulfilling the 2030 Agenda and adopting an integrated global approach to sustainable development that took into account its economic, social and environmental dimensions.

13. *A video presentation on the Ugandan organization, Barefoot Law, taken from the BBC programme, "My Perfect Country", was shown.*

14. **Ms. Glover** (BBC World Service) said that Barefoot Law was an organization that provided legal advice and assistance to the population of Uganda, in the absence of state-funded attorneys. The award-

winning social enterprise helped some 3,000 Ugandans every month and introduced such innovations as the use of mobile phones to dispense legal advice free of charge, a particularly effective initiative in a country where mobile phones outnumbered light bulbs.

15. **Ms. Moore** (Institute for Global Prosperity, University College London) said that Barefoot Law was a laudable initiative as it enabled citizens to hold their Government to account and help it deliver on implementing the Sustainable Development Goals.

16. **Mr. Abila** (Barefoot Law) said that his organization, Barefoot Law, provided Ugandans with access to the justice system through a combination of technology and existing legal aid dispensation systems, with a view to making such access universal and thereby improving citizen engagement with the Government. In-house and external volunteer attorneys served some 3,000 citizens every month. In order to offset the cost of in-house staff, Barefoot Law had adopted an innovative fundraising mechanism akin to tithing, a widely popular practice in Uganda, which was a very religious country.

17. **Ms. Glover** (BBC World Service) wondered whether Barefoot Law would continue to operate outside the system or whether it would eventually seek to influence it instead.

18. **Ms. Moore** (Institute for Global Prosperity, University College London) noted that Uganda faced a major challenge in ensuring that people, notably its large prison population, were given access to justice and equality before the law.

19. **Mr. Abila** (Barefoot Law) said that bringing about change in Uganda would require cooperation with the Government. The Ugandan Ministry of Justice was receptive to innovations and had promoted several of the initiatives adopted by Barefoot Law through a Government working group on innovation. The Government had also helped publicize Barefoot Law and its services; however, information on the organization's current work was mainly disseminated by word of mouth.

20. **Ms. Moore** (Institute for Global Prosperity, University College London) said that bringing together bottom-up and top-down innovation to facilitate access to legal services throughout Uganda would be the way forward. With 90 per cent of lawyers based in the capital, it would be essential to find ways to improve rural populations' legal access and awareness.

21. **Mr. Abila** (Barefoot Law) said that at its inception, Barefoot Law's method of fielding and responding to citizen queries through text messages had collapsed due to costs. The organization had then entered into a partnership with the United Nations Children's Fund (UNICEF), which had requested legal assistance from Barefoot Law on behalf of Ugandan citizens and financially supported the organization's activities.

22. In addition to assisting Ugandans based in the country, Barefoot Law received and responded to requests for assistance from the Ugandan diaspora throughout the world. Given the commonalities among East African legal systems, he expected that the organization would eventually expand throughout the region, along with the rise in free movement of legal labour between East African countries.

23. **Ms. Moore** (Institute for Global Prosperity, University College London), noted that Barefoot Law's innovative work supported Sustainable Development Goal Target 16.3 on promotion of the rule of law. It would be crucial to find ways to scale up and share such innovations.

24. *A video presentation on Estonia, taken from the BBC programme, "My Perfect Country", was shown.*

25. **Ms. Moore** (Institute for Global Prosperity, University College London) said that as a young country with a small population, Estonia had made impressive strides towards a digital society in the post-Soviet era. Its relatively clean slate at independence had meant that it had not been held back by long-standing paper-based administrations. One of the key pillars of Estonian digital infrastructure was education, indicating an awareness of the need to start young.

26. **Mr. Astok** (e-Governance Academy) said that Estonia was very much an online country, with 30 per cent of citizens having voted online and 99 per cent of banking transactions being performed online. The country was covered by 4G networks, and it took 15 minutes to register a business online, making paper and stamps unnecessary. Estonia provided 100 million digital signatures every year, saving the country five working days per year, which amounted to 2 per cent of gross domestic product. The country's steps to build more efficient communications had been the result of a

joint effort by Government, businesses, citizens and academia.

27. **Ms. Glover** (BBC World Service) wondered what lessons Estonia had to share with other countries, given that it had had the rare opportunity to shift gears because of the moment in history in which the country came into being.

28. **Mr. Astok** (e-Governance Academy) said that in the 1990s, his country had begun massive computerization and introduced Internet connectivity in schools, inventing everything as it went along. The present generation of adults, having become well acquainted with digital tools from early on, were driving society and business and ushering their elders into the digital society. Moreover, the fact that the society-wide directive to go digital had come from the highest echelons of Government indicated that online governance was not about technology but instead about having the political will to make changes and to develop sustainable legislation and organization. Technology was available in every country. However, in some countries, the talented technology companies worked for Governments other than their own, illustrating that the only barrier to introducing technology was in the mindset of Governments.

29. **Ms. Glover** (BBC World Service) asked how Estonia had managed to avoid the resistance to technology out of citizens' privacy concerns and fear of leaving themselves vulnerable by giving the Government access to personal information.

30. **Mr. Astok** (e-Governance Academy) said that digital privacy had not been an issue in the early 1990s as it was at present. The problem was slightly overestimated in developing country situations, as digital data could be properly secured and attempts to hack or copy it would leave a footprint, unlike attempts to hack or copy its paper counterpart.

31. **Ms. Glover** (BBC World Service) pointed out that hackers could steal massive amounts of digital data within minutes.

32. **Mr. Astok** (e-Governance Academy) said that a proper database security system could protect against theft. The integrity of data was more of a concern than whether data was copied. Moreover, in many countries in transition, Governments were reluctant to switch to digital data flows because corruption remained widespread; in one instance, court officials had avowed that the added transparency of digital workflows would affect the income they solicited for delaying or expediting procedures.

33. **Ms. Glover** (BBC World Service), turning to the e-Residency in Estonia initiative, enquired why the Estonian Government wanted millions of non-Estonians to become residents of the country in cyberspace, whether the initiative would be tax-efficient, and why a person would want to become an e-Resident of the country.

34. **Mr. Astok** (e-Governance Academy) said that the initiative mainly focused on inviting business people to avail themselves of the efficient system of tax, banking and Government services. The system, which already accommodated 1.3 million Estonians, could accommodate others because of its simplicity. The aim was to facilitate global business by creating an easier, more transparent business environment.

35. **Ms. Glover** (BBC World Service), noting the present significance of the issue of physical migration, wondered whether such a phenomenon as digital migration existed, and if so, whether it was only available to the wealthy.

36. **Ms. Moore** (Institute for Global Prosperity, University College London) said that e-Residency was more about convenience, digital service and promoting transparency in business than it was about migration per se. An innovative link to migration could be established that would allow the millions of people displaced worldwide to remain connected to their own countries through digital services. It would be necessary to find ways to use digital service for ordinary citizens, not just the elite. As it stood, there was great interest in e-Residency in Estonia, and prominent international figures had already become e-Residents of the country.

37. **Ms. Glover** (BBC World Service) said that the untold wealth resulting from technology had also brought with it an unprecedented level of corporate competition. She asked whether Estonia would be able to continue sharing its discoveries, or whether there was a temptation to move towards a more proprietary model.

38. **Mr. Astok** (e-Governance Academy) said that the successes of other countries held valuable lessons for his own. For its part, Estonia had been sharing its experience with other countries for 12 years, helping

them set up online governance systems and provide Government services. The matter of experience sharing with regard to technology was complicated by the question of intellectual property rights. Furthermore, Governments had to direct the process, so companies could not be excluded. Open source building blocks could be used and shared with other Governments. Ultimately, ideas were more important than technology, as effective innovation would rely on the political will to effect changes at the Government and country levels. His country welcomed all others — not only like-minded ones — to learn from Estonia and share best practices, and applauded their successes.

39. **Ms. Moore** (Institute for Global Prosperity, University College London) noted that Estonia's remarkable efforts in the digital arena aligned with Sustainable Development Goal 9 on fostering innovation. Specifically, the digital interconnectedness fostered by those efforts contributed to breaking down silos.

40. *A video presentation by the BBC on renewable energy in Costa Rica followed.*

41. **Ms. Glover** (BBC World Service) said that the energy policy of Costa Rica had been included in the "My Perfect Country" profile because the country had gone for the first 75 days of 2015 without using fossil fuels for electricity. In fact, the country had predicted that renewable energy would provide more than 95 per cent of its electricity needs for 2015.

42. **Ms. Moore** (Institute for Global Prosperity, University College London) said that Costa Rica had then outperformed its own predictions, satisfying 99 per cent of its electricity needs in 2015 with renewable energy. However, that achievement was the result of heavy investment in renewable energy infrastructure during the previous two decades, amongst other sustainable policies. In 2007, Costa Rica had already declared its intention to have zero carbon emissions by 2020 and to become climate neutral. The country was an international leader in the field, one of the only three countries worldwide doing more than its fair share to keep global temperature increases below 2 degrees Celsius.

43. **Ms. Glover** (BBC World Service) asked whether the vision of the environment espoused by the people of Costa Rica was essential for the success of such policies.

44. **Ms. Araya** (Nivela) said that it was very important for people to see the benefits of the policies they were asked to adopt: not much progress would be made merely by relaying technical discussions. Costa Rica had developed a national narrative based on the fact that it had eliminated its army, that it had started protecting forests in the 1970s, and that it had put an end to deforestation.

45. With regard to the Sustainable Development Goals, the hearts and minds of individuals were not going to be won over by government agreements alone. To achieve ownership, it was necessary to translate the Goals into the language of citizens to overcome the barrier of indifference. Citizens cared about issues but did not necessarily connect with highly technical discussions: the Sustainable Development Goals must be explicitly linked to their everyday lives.

46. **Ms. Glover** (BBC World Service) asked whether the twenty-first Conference of the Parties to the United Nations Framework Convention on Climate Change Agreement (UNFCCC) had been a tipping point.

47. **Ms. Araya** (Nivela) said that it had indeed been an inflection point. The Conference had illustrated that an alliance outside of government, formed by civil society, mayors, investors and local initiatives, was necessary for success. Going forward, parliaments would have significant work to accomplish. Currently, parliaments were often focused on short-term agenda items and their political scope was too small to deal with long-term objectives. Her country had launched the Costa Rica Limpia citizen platform as a means to address that issue. Now supported by 35,000 people, the platform would start tracking voting in the country's congress.

48. **Ms. Glover** (BBC World Service) asked how Costa Rica dealt with the issue of traffic when people needed transport but the infrastructure required to solve the problem in a green way was not yet available.

49. **Ms. Araya** (Nivela) said that instead of starting with the problem, which was the form adopted by all sustainability discussions, the equation should be reversed. For example, Costa Rica had gone for 255 days without using fossil fuels for its electricity needs. To address the transportation problem, Costa Rica must act as it had in 1949 when it eliminated its army, and eliminate fossil fuels. Electric cars and buses were already in use in various places around the world and should be adopted in her country, in addition to

trains, to improve the transportation of people and goods.

50. That shift would not be achieved simply by developing a transportation plan, something that had been done many times before, only for it to be repealed by unsupportive incumbents. To solve the transportation issue, it was necessary to integrate a quality of life agenda into the national narrative. As people were currently frustrated with congestion levels, the following two to five years were a perfect opportunity to solve the transportation problem.

51. **Ms. Glover** (BBC World Service) asked whether friction between business and public policy in regard to the coffee industry, a key component of the country's economy, was getting better or worse.

52. **Ms. Araya** (Nivela) said that it was very normal for countries to have that kind of friction. Transformation of any kind would always be opposed by some sectors. In her country, there was a constituency that lobbied for green policies, including those working in ecotourism, which had helped to uphold the oil moratorium for the previous five government administrations. As a result, oil exploration would hurt the country's current business model. The same tensions applied to transportation, and it was necessary to manage competing interests between different industries.

53. Political economies were being reconfigured, and the cost of not changing transportation policies would be very high. The case for greener transportation must be made with numbers and a national narrative. It was necessary to communicate with the opposition and manage the transition, if necessary by offering time and credit lines to adopt new measures.

54. **Mr. Astok** (e-Governance Academy) said that it was necessary to think about the origins of problems. For example, digital innovation could alleviate the problem of travel that stemmed from the need to submit papers at government offices by creating online government mechanisms.

55. **Ms. Moore** (Institute for Global Prosperity, University College London) said that significant progress had been witnessed in the area of green energy, citing examples from Iceland, Lesotho, Paraguay and Uruguay. Many countries had been able to move the energy agenda forward by creating a national narrative that captured citizens' imagination, and consequently the attention of businesses.

56. **Ms. Glover** (BBC World Service) said that the ability to connect and compare online also allowed people to see how problems were being solved around the world.

57. **Ms. Araya** (Nivela) said that it was necessary to challenge the notion that different goals, such as poverty eradication and the fight against climate change, must be tackled individually. If Costa Rica were to win the case for clean public transportation, thus solving its biggest development gap, it could align its social agenda with its national narrative. The current model had created two Costa Ricas: one that was stuck in traffic in private cars, while the other was stuck in traffic in dirty, old buses. The country cared greatly about integration and wished to maintain a strong middle class. For both social and environmental reasons, a transportation agenda should be developed that encouraged connection through the use of public spaces.

58. **Ms. Moore** (Institute for Global Prosperity, University College London) said that twenty-first Conference of the Parties had generated considerable optimism, much of which had been carried forward into the signing of the Paris Agreement. Currently 175 countries had signed and more were expected. At the same time, 2015 had in many ways been a very difficult year, on account of El Niño and other climate change events. The fact that 2015 had been the hottest year on record since 1880 highlighted the urgency of climate change and the need to build on existing optimism to drive forward the green energy agenda and keep fossil fuels in the ground.

59. *A video presentation by the BBC on sanitation in India followed.*

60. **Ms. Moore** (Institute for Global Prosperity, University College London) said that water, sanitation and hygiene were intimately connected. According to Water Aid, more than 650 million people lacked access to clean water, and more than 2.3 billion lacked access to a safe and private toilet. Moreover, as of 2012, around one billion people were still forced to defecate in the open, while 1.2 billion people lived on less than $1.25 a day. These problems would not be solved by increases in gross domestic product (GDP) alone. For example, sub-Saharan Africa had about 65 per cent of the GDP per capita of India, but only half the rate of

open defecation. Bangladesh had only half of the GDP of India, but only five per cent of its rural population defecated in the open.

61. Sanitation was a very complex issue. While it might initially seem a source of embarrassment, it was actually a point of convergence for issues linked to gender inequality, gender-based violence, physical and mental health, well-being, cultural values and prosperity.

62. **Mr. Mishra** (Svadha, Sanitation Social Business) said that Ekutir was an innovative organization that applied a business approach to global socioeconomic problems. It provided last-mile sustainable solutions by increasing micro-entrepreneurship, encouraging socially responsible ecosystems, bringing collaborators together, employing IT solutions and collectively addressing social problems. While the Ekutir model had been recognized in the domain of agriculture, its last-mile model had now been extended to water and sanitation, creating a separate outfit called Svadha.

63. Svadha provided an alternative approach to water, sanitation and hygiene problems. Analysing the current ecosystem, two kinds of partners could be involved in sanitation, government and civil society, and the business sector. Although the non-business sector was greatly invested in sustainability and had access to huge resources, its impact and implementation of sanitation solutions was absolutely faulty. On the contrary, while corporate social responsibility programmes had a smaller impact, there was a huge market for their products and services to address social issues. Svadha provided an opportunity not just to address the sanitation problem in India, but also to create employment for local youth.

64. **Ms. Glover** (BBC World Service) asked what kind of sanitation individuals would ultimately be able to provide for their villages if they approached Svadha to solve local sanitation problems.

65. **Mr. Mishra** (Svadha, Sanitation Social Business) said that four critical factors, usually neglected in the development arena, had led to the design of the last-mile model and its philosophy. First, engagement with the population was generally faulty. Engagement processes must be revised and reworked, including by adopting different languages and lexicons to reach new kinds of customers. Second, each problem must be addressed with a solution, not a subset of solutions. If a social problem was addressed by more than a dozen organizations in a subset approach, there would be no convergence of resources. Third, the principles of connectivity must be applied in today's global village and IT solutions must be integrated to lower the transaction cost of service delivery. The development space was unfortunately not transparent. Integration was necessary to address development problems, increase transparency and reduce transaction costs. And finally, problems were reflective of entire ecosystems, and were not the fault or responsibility of a single government or single civil society. The world was collective responsible and thus needed a collaborative approach.

66. Svadha would provide all of its customers with sanitation solutions by bringing value from different collaborators across the globe, and providing IT facilities that helped to enable the whole process.

67. **Ms. Glover** (BBC World Service) asked who those global collaborators were, in addition to the local organizations that actually built the facilities in various villages.

68. **Mr. Mishra** (Svadha, Sanitation Social Business) said that the market size in India was almost $1.5 million, thus presenting entrepreneurship opportunities. In the local system, there were three sectors engaged. First, the Government helped to raise awareness about the need for sanitation. It also provided subsidies for sanitation programmes. Second, civil society played an important role in motivating people not just to build toilets, but also to adopt their use more broadly. The supply chain was the last-mile element currently missing. As product quality was bad and prices were unaffordable, poor people were left with no options. However, being poor should not mean that one only had access to poor solutions and had no choices in life. By becoming involved with Svadha, individuals gained ownership and in turn helped to change the ecosystem.

69. **Ms. Glover** (BBC World Service), referencing figures provided by Mr. Mishra, said that people could earn 140 times more by becoming a "sanipreneur" than by running a local market stall in India. She asked whether there were ever problems with pay-per-use toilets, and whether Svadha was providing a service that might ultimately be provided free of charge by someone else.

70. **Mr. Mishra** (Svadha, Sanitation Social Business) said that his company strongly believed in customized

toilet solutions for each household rather than a one-size-fits-all approach. By choosing their toilet design, individuals gained a sense of ownership.

71. **Ms. Glover** (BBC World Service) said that there had been a significant problem in India with toilet facilities being installed but then so badly maintained that they were not actually used.

72. **Mr. Mishra** (Svadha, Sanitation Social Business) said that such toilets were not maintained because they were not chosen by the people. The community cleaning scavenger system was banned and it was unethical to have other people clean it. His company brought a sense of ownership to sanitation, building on the aspiration not only to own a toilet, but also to maintain it and enjoy dignity.

73. **Ms. Moore** (Institute for Global Prosperity, University College London) said that women and girls often experienced the most severe impact of bad sanitation, not just because they did not have access to a safe and private place to defecate, but also on account of the secondary problems that arose from lack of access. For example, women without access to good sanitation often decreased their food and water intake during the day, including fibre, which could lead to diarrhoea, digestive problems, malnutrition and dehydration. If a woman was pregnant, that could also have serious repercussions for the child's health. Lack of access to sanitation also caused psychological pain and shame. In addition, women often went out at night in very unsafe conditions to defecate, thus exposing themselves to harassment and violence. There were a number of specific issues regarding gender and sanitation that deserved further attention.

74. **Ms. Glover** (BBC World Service) asked whether Prime Minister Modi of India would be able to achieve considerable success with regard to sanitation problems.

75. **Mr. Mishra** (Svadha, Sanitation Social Business) said that sanitation was not a problem that could be solved by one person. Everyone should be responsible for proper sanitation behaviour. However, if policy changes were implemented by governments and doctors began to insist on the use of toilets, real change could be made to people's behaviour.

76. **Ms. Glover** (BBC World Service) said that one theme that had emerged was that access to information gave people power and the sense of being part of a policy change.

77. **Mr. Abila** (Barefoot Law) said that innovation did not need to be linked to technology but could involve a fusion of technological innovation and traditional methods, or no technological innovations at all. Barefoot Law's methods of reaching the population ranged from explaining legal information using slang to setting up a live SMS feed to field and respond to legal queries. Providing access to justice as called for by the Sustainable Development Goals would take different forms in developed and developing countries, taking into account differences in economic background.

78. **Ms. Araya** (Nivela) said that the media should be encouraged to tell more stories of innovation in the context of citizen engagement and to make collaborative leadership more visible, instead of overemphasizing the role of a given individual. The problem of transport — an outstanding problem in emerging economies — would not be solved by a single Government official; a collaborative model with different types of leadership would be required. It would be particularly important to define clearly how citizens could participate in helping to implement the Sustainable Development Goals, in order to avoid the perception that the Goals were the product of Government efforts alone.

79. **Ms. Glover** (BBC World Service) asked the panellists what their personal motivation had been for the innovations they had undertaken in their respective countries.

80. **Mr. Mishra** (Svadha, Sanitation Social Business) said that he had been motivated by the prospect of introducing effective, innovative solutions to social problems and enlisting the market to deliver those solutions to millions across the globe. For instance, his company had pioneered toilet insurance as a product marketed to inhabitants of the coastal region of Orissa, where people were regularly forced to finance the rebuilding of their toilets in the aftermath of natural disasters.

81. **Mr. Astok** (e-Governance Academy) said he was motivated by a desire to spend most of his time doing things he wanted to do instead of attending to such tasks as banking or commuting to work. He was also driven to promote access to information, which was considered a key human right in Estonia.

82. **Mr. Marini** (Italy) wondered whether Ugandan lawyers and legal advisors, 90 per cent of whom lived in the capital, had full access to legal databases, and how easily they were able to collect regulations and sentencing information from the authorities. He would also like to know how more information of that nature could be delivered directly to communities and whether information offices connected to central databases could be established to provide first-level information to people in local communities.

83. **Mr. Abila** (Barefoot Law) said that access to legal information, while a right enshrined in the Ugandan Constitution, was limited by the fact that a vast majority of the country's lawyers lived in the capital. His organization's efforts to expand access nationwide included a property rights initiative, the dissemination of information in the field through seminars and SMS-based communication, and a plan to establish legal clinics across the country. Popular forms of music were another way to explain the complicated concepts of common law to the broader population. Moreover, access to justice programmes should take into consideration the needs of persons with disabilities. Lastly, such social media devices as trending topics could be used in high-profile cases followed by the public as a means of helping communities understand the legal principles underpinning the cases.

84. **Mr. Williams** (World Vision International) said that a BBC profile on entrepreneurial activity and job creation in Cameroon had illustrated the fact that empowering the genius gene at the base of the pyramid was the key to achieving the Sustainable Development Goals.

85. **Mr. Schaerlaekens** (Belgium) stressed the importance of finding new ways to translate policy options and problems in a manner that resonated with matters of concern to citizens. In its work, the Economic and Social Council sought ways to accomplish that goal, though it was doubtful whether the drafting of resolutions responded adequately to that demand. He hoped that the 2030 Agenda and its overarching vision would help the Council progress in that regard.

86. **Mr. Alam** (Partners in Population and Development) wondered whether policies needed to begin at the national level or whether they could instead be launched at the business, community or municipal levels. He also enquired about the existence of free mechanisms for North-South and South-South information sharing. Lastly, he would welcome more information on sources of financing for the initiatives, and, in particular, on whether Government-private sector coalitions had been formed for that purpose.

87. **Ms. Glover** (BBC World Service) asked Mr. Abila and Mr. Mishra how their organizations were funded.

88. **Mr. Abila** (Barefoot Law) said that grassroots initiatives in countries like Uganda required Government intervention in some form. Barefoot Law had begun on a pro bono basis but had since acquired some funding. The organization's next goal was to create partnerships with UNICEF and other State and non-State partners in order to obtain financial and other forms of support from external sources.

89. **Mr. Mishra** (Svadha, Sanitation Social Business) said that finance was important for sustainability, as was the creation of market products and services that aligned commercial and social objectives. In contrast to philanthropic capital, profits from market-based solutions came back into the system while providing the best products and services to consumers.

90. **Mr. Astok** (e-Governance Academy) said that although e-Government solutions might initially seem costly, they actually could lead to significant savings; one example was a digital database to verify whether pension recipients were living or dead. Guaranteeing the transparency of Government funding could save both citizens and businesses money and lead to an increase in gross domestic product.

91. **Ms. Araya** (Nivela) said that Nivela was working to promote citizen engagement by informing the Government on what citizens actually wanted. For instance, the first countrywide citizen consultations on climate change, to be run by her organization, would have non-expert status as their sole requirement for participation.

92. An online Government database allowed citizens to examine their county ranking and grades on health, environment and other areas and to provide their input in the public debate. A recent ranking of counties based on social progress and quality of life issues had shown that the wealthiest counties were not in the top ten. Concrete data sets would allow decision-makers to

acknowledge citizen input and thereby foster engagement with citizens.

93. **Ms. Moore** (Institute for Global Prosperity, University College London) said that the universality of the 2030 Agenda would require nations to work towards its implementation in ways that worked for populations and for the planet as a whole. Involving citizens and narratives of national aspirations would be crucial to achieving the Sustainable Development Goals. New approaches must be found through knowledge sharing, alongside vital North-South and South-South exchange.

The meeting rose at 12.55 p.m.